



Governor's Office of Education Innovation Staff Update April, 2014

Rebecca Gau, Director

Items to Discuss

- ▶ Public Opinion survey
- ▶ Arizona Aims Higher
- ▶ Retreat Agenda
- ▶ Also in your packet
 - Communications update
 - Teacher Survey April 13 – Feb 14 demographics

Public Opinion Survey Summary

- **Overall, awareness of Arizona's College and Career Ready Standards has increased significantly** in the past 18 months with 45% at least “a little” aware in October 2012 and 61% at least “a little” aware in March 2014.
- **Favorability ratings have decreased during that time.** In the initial study conducted in October 2012, 23% said they had an unfavorable (somewhat or very) impression of then “Common Core.” In the most recent study, 45% said they had an unfavorable opinion of the initiative.
- Interestingly, **opposition drops considerably after being read a brief description of the new standards** – 19% are somewhat/strongly opposed. This number **has been consistent** over the past 8-9 months. Said another way, seven in ten are strongly or somewhat in favor of implementation.
- **Likelihood of engaging in various activities in support of Arizona's College and Career Ready Standards has stayed steady** over the past few months, with **two in ten** saying they are very likely to engage and another **three in ten** maintaining they are somewhat likely to do so.
- **Overall, almost 20% of Arizona residents have heard, read, or seen information about Arizona Ready** in the past six months. This is **consistent with previous waves** of the study.

Has what you have seen, read or heard recently about Arizona's Common Core State Standards given you a favorable or unfavorable impression of the standards? Would that be very or somewhat (un)favorable?

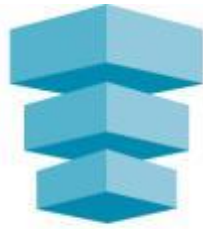
	Oct '12 n=196 (A)	Apr '13 n=98 (B)	Aug '13 n=181 (C)	Nov '13 n=252 (D)	Mar '14 n=274 (E)
Very favorable	16%	10%	16%	13%	15%
Somewhat favorable	45%	34%	32%	33% ^A	30% ^A
Somewhat unfavorable	16%	23%	24%	22%	25% ^A
Very unfavorable	8%	11%	11%	17% ^A	20% ^{ABC}
Don't know	15%	22%	17%	15%	10% ^B
Total	100%	100%	100%	100%	100%

^{ABCD} Statistically significantly different from others in category

Note: question wording referred to "Common Core" state standards prior to November 2013.

These new standards have been set to internationally competitive levels of English and math. This means that students may be more challenged by the material they study and the tests students take will measure more advanced concepts and require students to show their work. Knowing this, do you strongly favor, somewhat favor, somewhat oppose, or strongly oppose implementing these new College and Career Standards in Arizona?

	Aug '13 n=431 (A)	Nov '13 n=478 (B)	Mar '14 n=452 (C)
Strongly favor	43%	39%	37%
Somewhat favor	29%	35%	33%
Somewhat oppose	10%	8%	10%
Strongly oppose	8%	7%	9%
Don't know	10%	10%	11%
Total	100%	100%	100%



Expect More Arizona[®]
THE MOVEMENT FOR
WORLD-CLASS EDUCATION




Arizona Public Engagement Task Force

April 17, 2014




Arizona Aims Higher

Goals:

-  Increasing awareness and support for Arizona's College and Career Ready Standards
-  Building public will to support a rigorous aligned assessment
-  Activating supporters through calls to action and social media



ArizonaAimsHigher.org

STANDARDS ASSESSMENTS TAKE ACTION RESOURCES I AM A... ABOUT US

Arizona children deserve high-quality standards and a test that prepare them to succeed. It's time to Aim Higher!




53%
AZ high school grads do not qualify to get accepted into a state university

Too few Arizona students graduate ready for college, career and life. How can we change this?


It's time to Aim Higher. Our kids deserve to be challenged in school. Today, over half of Arizona's high school students are graduating unprepared for college or a career. It's time we set higher expectations for what our students learn in school so that they are ready to succeed in life. This is why schools across the state have implemented Arizona's College and Career Ready Standards in English and math and are replacing an outdated AIMS test, which set the bar too low.

It will take all of us to ensure that education is a top priority in Arizona. [Learn more](#) about how you can help every child get the education they deserve.




PARENTS & FAMILIES


COMMUNITY & BUSINESS


EDUCATOR


POLICYMAKER


Sign the Pledge

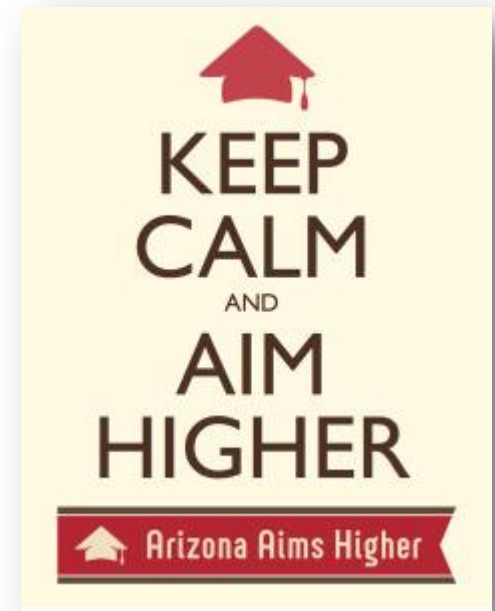
SHOW YOUR SUPPORT    

212	Facebook Shares
25	Tweets
22	Pins
305	Sign Ups
564	Total Sign Ups & Shares

ARIZONA'S COLLEGE & CAREER READY STANDARDS








Media Buy

- 📦 **Purpose:** Increase Awareness & Drive Sign Ups Online
- 📦 Features Voices and Perspectives of Arizona Teachers
- 📦 **Primary Target Audience:** Parents
- 📦 Partnership with GOEI & Task Force



Media Buy



Elements:

-  **Radio** – Rural Communities – April and Back to School,
-  **Radio PSAs** - Clear Channel stations and NPR (Phoenix and Flagstaff)
-  **Online Ads**
-  **Email Campaign**
-  **Social Media Ads**
-  **Direct Mail** – Back to School, 44K households




Radio




-  :30 Second Radio Spot
-  Target Cities: Prescott, Payson, Kingman, Bullhead City/Lake Havasu City, Show Low, Thatcher/Safford, Yuma



Email



Are Arizona Students Prepared to Succeed?






53% of AZ graduates are not eligible for admission to a state university

Today, over half of Arizona's high school students graduate unprepared for college or a career. We can change this by ensuring all students receive a world-class education in Arizona.

Arizona's College and Career Ready Standards encourage teachers to develop students' critical-thinking, problem-solving and communication skills. These new standards are more challenging and give our children the knowledge needed to be successful in life.


It's time we join thousands of educators and families across the state in supporting high expectations for all children. It's time for us to Aim Higher.




84% of AZ teachers support these higher standards

[Pledge to Aim Higher](#)







Interactive



Is your child prepared to succeed?





Find out how higher standards can help your child succeed.

Pledge to Aim Higher



Is your child prepared to succeed?



Find out how higher standards can help your child succeed.

Pledge to Aim Higher




Interactive



84% of Arizona teachers support higher standards for your child.






Join Arizona teachers in supporting student success!

Pledge to Aim Higher



84%





84%

of Arizona teachers support higher standards for your child.



#TeacherTuesday

"As a teacher, I know that with the new standards, we finally have the time in our classrooms to dive into subject matters deeper than before, affording us the opportunity to teach for conceptual understandings in a way we didn't have time to prior to the implementation of Arizona's College and Career Ready Standards. It is time we aim higher for Arizona's students!"

Kristie Martorelli, 2012 Arizona Teacher of the Year



Arizona Aims Higher



Ads/Collateral

Arizona Aims Higher

Are Arizona Students Prepared to Succeed?

As a local school board member, you can help guide the discussion and decisions around the need for higher standards and a new, high-quality test to replace AIMS. Visit the Arizona Aims Higher website to find more information about the Standards and to sign the pledge to Aim Higher.

ArizonaAimsHigher.org

Arizona Aims Higher

Arizona high-quality preparation

Arizona Aims Higher

A new test to replace AIMS

Let's be honest...no one likes assessments. But when they are used correctly, they can give teachers information they need to see where students need help or are ready to learn even more.

Unfortunately, the AIMS test doesn't provide timely information to teachers and it required too much teaching to the test. It also set the bar too low—at a 10th grade level, which wasn't a true indicator to parents if their child was on track to be successful after high school.

Arizona is working to change this by replacing AIMS with a new assessment that will:

- ✓ Provide teachers the information they need to improve student learning
- ✓ Give parents the peace of mind they need to know if their child is on grade level and if not, taking through the cracks
- ✓ Allow students to move beyond rote memorization to showing their critical thinking and problem solving skills
- ✓ Tell students if they are on track for college and career

Learn more and pledge your support at ArizonaAimsHigher.org

Other Campaign Efforts

- **Ongoing Op-Eds, Blogs** – Editorial Calendar
- **Rapid Response Team** – Social Media
- **Desk Side Interviews** - Reaching out to Media
Statewide via Social Media Content and Sharing – 4
new infographics
- **Video Production** – Promoting AZ Ready Videos,
producing new video - expected fall 2014
- **Collateral Development** – New assessment piece
- **Polling**
- **Statewide Outreach** to Parents, Voters, Educators,
and Community Leaders
- **Partnering on Large Scale Events** (e.g. AZ
Chamber, Phoenix Chamber, Intel)



Recent Media Coverage

COMMUNITY VOICES

Z20 WEEKEND • MARCH 15, 2014

'New' standards are simply old-school teaching methods

I've been implementing Arizona's College and Career Ready standards for three years in my fifth-grade classroom. But I'm going to let you in on a secret: it hasn't changed my teaching very much.

In fact, the standards finally caught up with what many good educators have been trying to do for a long time — move away from rote memorization and isolated skills and return to creativity and in-depth learning in the classroom.

BETH MALONEY

We are finally seeing a return to cross-curricular, integrated learning, which helps students build connections to the real world outside of the classroom.

Unfortunately, these standards have been used as a tool to increase the diet.

• We're hearing from colleges and employers that our students must be able to read and analyze complex information. Our graduates need to be widely literate to be college ready and employable. The standards emphasize non-fiction, fiction, literature, reading and writing to provide our students with what they will need as graduates.

• They raise expectations for all students. A common set of standards is one of the hallmarks of top-performing countries around the world.

• The standards emphasize less discrete skills and honor the whole child. In implementing our previous state standards, I felt like I had to race through with little time for the depth my students deserved. Now, there are fewer standards, so I can take the time to delve in.

Do I want my daughter or my students to regurgitate facts on a test like a computer? Not that's what Google is

ARIZONA CAPITOL TIMES

YOUR INSIDE TRACK TO ARIZONA POLITICS

New standard, high-quality assessment essential for Arizona students

COMMENTARY

Rebecca Starnes

When the Common Core State Standards were being drafted, many Arizona teachers provided input and feedback that were incorporated into the actual standards that were adopted by 43 states. I have because I am one of them, working alongside other Arizona educators, ultimately helping our state to become a key player in the standards themselves.

As a local educator for 17 years, I have benefited that Arizona's College and Career Ready Standards directly because as the Common Core State Standards are what is best for Arizona's kids. These standards are working in Arizona classrooms. Students are learning more and enjoying the lessons that our teachers (I'm an Arizona physics teacher) are bringing to their classrooms, and I have selected based upon our common sense. In my own classroom, I have already seen a positive difference in student learning and in enhancing students' ability to think critically. Students are more engaged in learning that is more relevant, student centered, and the content focused.

Prior to the State Board of Education's adoption of the Common Core State Standards, I had the privilege to work with other Arizona teachers and give input on the science and rigor of these standards in our state. What we found in our common sense that really all of the Arizona English Language Arts standards were embedded in the Common Core State Standards. After the adoption of these standards in the

I had this opportunity to serve on the science committee ensuring that we were able to maintain any for Arizona's students. For example, we felt needed to preserve the focus on information writing to ensure our graduates are prepared to succeed. Thus, we retained necessary standards,

making them specific to our state's educational needs.

Now that Arizona has new standards, the next step is for the state to adopt a new high-quality assessment that is aligned to the standards as we can provide a more accurate measurement of how well children are learning the standards. We also need to be able to tell parents if their child is on track for college and career and give teachers like me the timely information we need to help our students learn. It is extremely important that the new assessment allows students to move beyond memorization to measure critical thinking and problem-solving skills. This will ensure how teaching to the test and more time to focus on developing our students' in-depth knowledge of all content areas.

Since 2003, I have been involved in every state's committee related to reading and writing — from state review, state selection, state writing, reviewing for content bias, and even the evaluation of test scores. I truly am an ambassador of the assessment. Therefore, I feel it is important to report equity and only indicate high school proficiency of Arizona students at the 10th grade level. If we are going to have students who are prepared to compete with their peers from across the country for the best jobs, we need a tool to see how students are doing along the way and how they compare to others at their same grade level across the nation, not merely the state.

As a member of the State Education Board Review team for PARCC, I have played an active and very vocal role in evaluating questions that will be included on the PARCC assessment. I am handling my fourth teaching unit needs to meet face-to-face with teams of educators from across the country to evaluate test items for difficulty, appropriateness to the standards, and appropriateness for students. Our team has



reviewed at least 400 to 500 test items for bias, and if anyone on the reviewer team does not think it is appropriate for students, it absolutely does not get on the test.

Unlike the state's development process, professional test item writers are preparing the test items that we review.

Many are Arizona educators themselves, but have become experts in writing test questions. By ensuring the subjectivity from the test items, Arizona's and the nation's students gain an advantage — there is no showing toward certain student groups, the items are free of content bias, and the items can accurately test the skill level of a student.

Being a part of PARCC does not mean that the State Board has to select this as the new assessment for Arizona. But, it does mean that Arizona educators are having their expertise on the test that many states will use to evaluate their students. Being part of a committee of states is a cost-effective solution to developing a high-quality assessment that is comprehensive and comparable across states. It is an education. Therefore, the opportunity to utilize this forward thinking test to obtain a more accurate account of how our students are really doing compared to other states in other states.

The changes we have made and continue to make in classroom across Arizona are tremendous. We need to address the education of our students because the world is advancing around us. Our children deserve a world-class education that is cross-curricular in nature and applicable to the real world to carry them beyond the K-12 learning experience. Like many others, I became a teacher because I truly wanted to make a difference in the world and help prepare our students for success in life. This is what the new standards are striving toward with their rigor. My teacher colleagues are equally in support of these more rigorous standards and hope that we can have more an assessment that accurately measures what our students are learning in the classroom.

—Rebecca Starnes, fourth advanced placement English language arts at Mesquite High School in Gilbert

ARIZONA PUBLIC MEDIA

HOME NEWS TV RADIO ON DEMAND ORIGINALS EDUCATION ABOUT COMMUNITY SUPPORT

Arizona Politics Business Health Science Nature Arts Culture Education

News - Front Page - AZPM Local News - Breaking Common Core in K-12 a Mistake, ...

AZPM Local News

Eliminating Common Core in K-12 a Mistake, Professor Says

Story by Jackie Abad

March 5, 2014



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Contact Jackie Abad

Related Stories

AZ Senate Kills Bill Prohibiting Use of Common Core
SB 1210 would have required use of standards in state classrooms, legislation voted down Weds with vote 15-12

Happier: Common Core Transition Going Smoothly
There is stress in Arizona schools but less than expected, Arizona's superintendent of public instruction says

AZ Week: Teachers, Students Adjust to Common Core
LA education dean: Arizona needs to be aware of major investment needed for success of new standards



News Program Schedule Support KJZZ Inside KJZZ Music Contact

PARCC Field Testing Comes To Arizona Schools

By Mark Brodie

March 21, 2014

Facebook Twitter

More than 100,000 Arizona elementary through high school students will be taking part in a field test for one of the assessments aligned with the Common Core education standards. Here, they are called Arizona College and Career Ready Standards.



Early Results (before media buy)

- Awareness is growing steadily
- Support for standards (71% after hearing statement) and assessment (67%) remains solid
- 2000+ Total Sign Ups and Shares (1100+ sign ups)**
- More than 100** earned media placements since Oct. 2013 resulting in 53 million media impressions.
- Reached over **1900 people via presentations and events**

► Sign the Pledge	
► SHOW YOUR SUPPORT	
	f t p ✉
852	Facebook Shares
95	Tweets
35	Pins
1114	Sign Ups
2096	Total Sign Ups & Shares



Advocacy Update

- Preserved the Standards (to date)
 - 6 Key Bills Against Standards/Assessments Defeated or Stalled
- \$8M in FY15 Budget for Statewide Assessment
- Nearly **2,000 Postcards and Emails** Sent to Legislature
- Feb. 20 Senate Education Hearing:
 - Rallied **170+ attendees** in support of the standards and assessment
 - Registered **190 comments** in the Request to Speak system



Next Steps

- Are there opportunities to expand this campaign through your networks?
- Please ask your staff and networks to sign up at ArizonaAimsHigher.org.



Council Retreat: June 10, 2014

Carnegie Library, 10am – 4pm

► Proposed Agenda:

Graduation Rate Task Force Final Report <ul style="list-style-type: none">• Full Report Recommendations• Proposed Next Steps for the Council	Merl Waschler, Rebecca Gau
Does the Arizona Ready Education Reform Plan Need to be revised? <ul style="list-style-type: none">• Progress on 19 recommendations• Progress on Goals and Pillars• Proposed revisions<ul style="list-style-type: none">○ Less focus on Standards and Assessment and Data Use Pillars○ Add new pillar for Infrastructure, includes Finance, Broadband, Devices to get ready for the assessment○ Create stronger focus on Struggling Schools/Underserved Students and Great Teachers/Great Leaders	Rebecca Gau and Dale Frost (facilitated by Nick Rodriguez of EDI)
Sustainability of the Council/Transition Plan <ul style="list-style-type: none">• Role of the Council members<ul style="list-style-type: none">○ Get updates on the Education Reform Plan and make recommendations to Governor's staff that will enhance success○ Advocate for the Education Reform Plan and align work in the field to its goals and pillars	Rebecca Gau and Dale Frost (facilitated by Nick Rodriguez of EDI)

Also in your packet:

► Communications Update

- Facebook – 22,912 Likes as of 4/11/14

- March average daily reach 28,645

- Twitter – 786 followers

- Newsletter – 1065 signed up

- Top posts week ending 4/11

Facebook, with 112 likes, 8 comments and 4 shares –

College attainment is important for any Arizona student, but it can be most difficult to attain for lower income families. This article discusses these challenges and what some colleges around the country are doing to help. Do you think that the strategies discussed would help students in Arizona?

<http://n.pr/1g57X0c>

Twitter, with 1 retweet and 1 favorite-

Superintendent Tim Carter discusses why a new [#assessment](#) is needed in Arizona.

<http://youtu.be/VTHg2f0t38Y> [#AZAimsHigher](#)

- Speaking of YouTube: <http://www.youtube.com/user/ArizonaReady>

► Teacher Survey: April 13 – Feb 14 demographics